

3-A-Day of Dairy Nutrition Education 2007 Grant Program Fact Sheet

What

America's low calcium intake is recognized as a major public health problem. To address this concern, the Dairy Council of Utah/Nevada will award two (2) \$5,000 grants to an organization or individual proposing innovative, community-based nutrition education programs aimed at empowering kids to become advocates for healthy eating, including three servings of dairy a day.

Who

Grants are open to all groups or individuals in the U.S., including those self-employed, commissioned by or employed by organizations of local government, state and local health departments, regional and state agencies and schools, medical facilities and extension specialists. Grants are also open to past 3-A-Day of Dairy grant winners.

Nutrition Education

The 3-A-Day of Dairy nutrition education program is designed to improve overall diet, by including three servings a day of milk, cheese or yogurt to help children adopt a healthy lifestyle.

Grant Program Guidelines

All program proposals/applications must:

- include specific educational/behavioral objectives targeting children (ages 9-18, or a subgroup within this range) with measurable results that have the potential to be replicated. Consideration will also be given to the methods used (validated, v. non-validated) and the ability to leverage and communicate the results to a wider audience.
- be original/creative in design and program implementation.
- be implemented within the school environment (i.e., public school, private school, after-school program, etc.) during the 2007-2008 school year.
- empower kids to be advocates for healthy eating, including three servings of dairy a day.
- aim at improving knowledge of 3-A-Day of Dairy nutrition through design and implementation of one or more educational activities.
- focus on increasing dairy product consumption (milk, cheese or yogurt) to at least three servings per day with emphasis on lowfat and fat free products to be consistent with the USDA food guidance system, Dietary Guidelines for Americans, and the 3-A-Day of Dairy nutrition education program.

How to Apply

To access submission guidelines and to download a sample application, please visit www.DairyCouncilUTNV.org. If you don't have Internet access, please contact the main number (801) 487-9976.

Note: Applications must be postmarked by April 6, 2007

